



Sponsorship Packet

The Bay Area Blues Festival Historic Downtown Martinez, CA Saturday & Sunday, September 23 & 24, 2017



(Last year's poster)

HOW DO I SPONSOR THE EVENT?

- Please read the attached information on the benefits of sponsoring this event.
- Review the different levels and decide on which one you are interested in.
- Contact us at Steven@SRESproductions.com or call **415-456-6455** or mail the attached application with your selection.
- Then we will send you a contract and the promotion for your company can begin!



Overview

WHAT

The Bay Area Blues Festival is the merger of two great Festivals: the Downtown Martinez Italian Street Painting Festival and San Francisco's Polk Street Blues Festival.

For many years each of these long standing free events have attracted thousands of attendees to the communities where they have been held. Both have provided great forms of entertainment to the attendees and it made perfect sense for Steven Restivo Event Services, Inc. and Main Street Martinez Inc. to partner and bring both forms together into one great new Festival.

The Festival is held in Historic Downtown Martinez, CA on Saturday and Sunday, September 23 & 24, 2017, from 10 am to 6 pm.

The event will feature amazing Blues music on two stages, Arts and Crafts Exhibitors, Gourmet Food booths, local Restaurants, community booths, kids activities, a Farmers Market, craft beer and fine wines, and of course chalk art! Kids can also purchase chalk to create their own design and have some creative fun!

If people are looking to escape the crowded big city and want to enjoy a warm, friendly neighborhood atmosphere, Historic Downtown Martinez is the place.

WHERE

The Festival will be held in Historic Downtown Martinez on Main Street between Alhambra and Court Streets and the surrounding district.

WHEN

Saturday September 23 & Sunday September 24, 2017 ~ 10 am to 6 pm

BY WHO

The Bay Area Blues Festival is proudly presented the Main Street Martinez Association who maintain a strong, viable, and broad-based organization that embraces the Main Street Four Point Approach. Main Street Martinez foster's an environment for investment while preserving, protecting, and enhancing the historic and unique character of the area.

The Festival is produced by Steven Restivo Event Services, INC. (SRES). The company is a long time provider of event production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company's founder, Steven Restivo, has been involved in the event world for 30 years and has contributed to the production of hundreds of public events and large corporate functions.



Event Highlights

- 20,000 attendees will fill the streets to hear local Bay Area Blues Music



The Bay Area Blues Festival ~ Saturday September 24 & Sunday September 24, 2017 ~ 10 am to 6 pm Produced by Steven Restivo Event Services, INC. ~ Ph: 415-456-6455 ~ Fax: 415-456-6436 ~ Steven@SREProductions.com



Audience

COVERAGE/ IMPRESSIONS

These are just a few of the publications and radio stations that have helped promote our events to the Bay Area over the years:

- **Print:** The San Francisco Chronicle with average daily circulation of 485,000, SF Station, SF Magazine, 7x7 Magazine, The New Fillmore, Northside, Marina Times, Here, Pacific Sun, Via Magazine, SF Examiner
- **Radio:** KCBS, Alice 97.3, Live105, MOViN 99.7, KPOO
- **Online:** The event has its own facebook page with hundreds of fans. It is also listed on over 100 event listing websites
- **TV:** We have partnered with KOFY TV20 who run 30 second ads for the event, View from the Bay, ABC 7, KRON 4
- **Publicity:** Our publicist sends the press release to thousands of contacts in her media list

BAY AREA DEMO-GRAPHICS

The Festival will be attended by people from all over the nine-county San Francisco Bay Area. The Bay Area represents one of the world's great regional economies. It successfully competes in the global market as a knowledge-based economy powered by its wealth of research, technology, and innovation. If the Bay Area were a country it would rank about 20th in the world

The Bay Area's population consists of 6.5 million people within three metropolitan centers: San Francisco, San Jose, and Oakland. The gross regional product exceeds \$200 billion and ranks fifth in the U.S. The region is top ranked nationally for its proportion of scientists, lawyers, computer programmers, musicians, engineers, business consultants, authors, physicians and artists.

Established in 1849, Martinez is one of the oldest towns in California and has served as the county seat of Contra Costa County for more than 130 years. Nestled at the gateway to the Delta, the City is home for 36,700 residents. Come visit our historic downtown and spend a relaxing day strolling our tree-lined streets where shops retain their early 20th century charm.



Event Promotion & Sponsor Benefits

PROMOTION/MARKETING: *The Bay Area Blues Festival* is being aggressively marketed throughout the Bay Area and on the World Wide Web. Publicity and promotion will consist of extensive multi-media campaigns of T.V., print, radio and on-line, as well as posters, postcards and fliers distributed throughout the Bay Area prior to the event.

PROGRAM/INSERT: With the help of a key media partner we will insert a beautiful event program into the partner's newspaper, as a supplement, one week prior to the event. Additional copies of the program will be distributed at the event.

POSTERS/POSTCARDS: A minimum of 500 posters will be distributed to high traffic areas throughout the Bay. Over 10,000 postcards will be mailed out to participating artists and distributed around the Bay Area.

THE WEB: The official event websites are www.BayAreaBluesFestival.com and www.SRESproductions.com. They will be promoted in all materials related to the event.

RADIO: The event will be publicized on a number of local radio stations via promotional spots and 30 to 60 second spots.

PRINT: We will be partnering with several newspapers in the area to help promote and advertise the event.

BENEFITS AS A SPONSOR:

- ❖ Have access to one of the most **sought after demographic** niches in the country. This is an exceptional opportunity to reach the sophisticated Bay Area market.
- ❖ Reach a large audience with **repeated impressions**. Your company name and/or logo will appear on the event's poster and in all promotional materials, include the official festival website.
- ❖ A **unique opportunity** to engage with people. Event attendees are a captive, receptive audience that has time to look, listen and hear about your products and/or services.
- ❖ Develop **new business contacts**. The Event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- ❖ Demonstrate, sample or **test market your product**. Receive instant responses about your products and/or services from attendees.
- ❖ Show your company's **commitment to the arts** and local community. The event offers a great way for you to show your commitment to the residents of the Bay Area.
- ❖ Help **promote community outreach**. The event provides a **unique opportunity for the community of the Bay Area** to come together. The community has a long tradition of supporting its benefactors.



Sponsor Levels

Have special space requirements? Questions about the different levels? Want to sponsor several events and receive a discount? Call or email us and we can personalize your participation level.

TITLE/PRESENTING SPONSOR \$30,000:

- Everything below PLUS*
- Category exclusivity for 2017
- Right of first refusal for the 2018 Event
- Company name and logo incorporated into event name for all advertising and promotional purposes, including all print advertising, radio spots, posters/postcards
- 25 VIP wristbands

MAJOR SPONSOR \$20,000:

- Everything below PLUS*
- Company logo **prominently** displayed in all print advertising, posters/postcards
- Large banners placed around event site, including Main Stage (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable- deadline: 2 months before the show)
- 10 VIP wristbands

PARTICIPATING SPONSOR \$10,000:

- Everything below PLUS*
- Logo displayed in all print advertising (deadline: 2 months before the show)
- Company logo displayed on 1,000 posters (deadline: 2 months before the show)
- Company logo displayed on 5,000 postcards (deadline: 2 months before the show)
- 5 VIP wristbands

CONTRIBUTING SPONSOR \$5,000:

- Everything below PLUS*
- Booth, table & chairs provided
- Logo and link to sponsor's website displayed on official event websites
- Company name mentioned in all publicity for event
- Company name listed in Official Event Program* (if applicable)

FESTIVAL CORPORATE SPONSOR \$2,500:

- One 10ft x 10ft space only at the Festival (\$250 extra if need booth, table & chairs)
- One large banner at booth (sponsor to provide)



Sponsor Application

Please fill out and fax, email or mail to:

Steven@SRESproductions.com

Ph 415-456-6455 ~ Fax: 415-456-6436

SRES, 805 5th Street, Ste #8, San Rafael, CA 94901

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____

WEBSITE: _____ EMAIL: _____

DESCRIPTION OF WHAT WILL BE PROMOTED IN BOOTH & SIZE REQUIRED:

LEVEL:

I would like to sponsor at the level of (please check one):

- Title Sponsor \$30,000
- Major Sponsor \$20,000
- Participating Sponsor \$10,000
- Contributing Sponsor \$5,000
- Corporate Sponsor \$2,500
- In-Kind Media Sponsor valued at \$ _____
- Other \$ _____
- I would like to personalize my sponsorship level, please contact me to discuss the cost

Please note:

*Prices increase if require more than one 10x10 space

*Possible discount can be applied if sign up for 3 or more SRES events

PAYMENT INFORMATION (please check one):

- Check enclosed
- Payment will come later
- Invoice me
- Charge a credit card (5% processing fee added) cc # _____ exp _____
Signature for credit card Authorization: _____ date: _____

- ▶ SRES Tax ID# 32-0030309
- ▶ Make all checks payable to **Steven Restivo Event Services** and mail to 805 Fourth Street, Ste #8, San Rafael, CA 94901